## Fargo Diversion TV

Revision #:

Date: 10/7/2016

Media: Client: Product: Fargo Diversion Task Force

Primary Demo: Adults 18-49 Market: Fargo Diversion Task Force Fargo-Moorhead

Separation between spots: 30

4661

Estimate:

Flight Start Date: 10/10/2016 Description: Fargo Diversion TV 4Q16

Vendor: WDAY-TV

Flight End Date: 11/6/2016 02:59 AM 03:00 AM

Buyer: Survey: Nov16 Proj. (Nov15 HUT, May16 SHR) DMA Nielsen Live+1 Mariah Madsen

> Send Billing To: Flint Communications 101 N. 10th Street

Ste. 300

Phone: 701-237-4850 Fargo, ND 58102

Fax: 701-234-9680

Affiliation: ABC

	10,	St	Traffi												ĊΊ			4	WDAY-TV		8	Line
	10/10/2016	Start Date	Traffic Instructions Information				<u>\</u>	?						6 OCLOCK NWS	МПиW/ThF 6:00p- 6:30p		FIRST NEWS	MTuWThF 6:00a- 7:00a	-TV	,	Program	Daypart
	11/6/2016	End Date	Information	Total Cost:	NOV 16	OCT 16	Station Monthly Summary	Total Cost:						S	10p- 6:30p			)0a- 7:00a				₽
				69			y Sum r	·							9			8			Code	Daypart
				\$10,600.00	\$2,650.00	\$7,950.00	nary	\$10,600.00			Tot				\$1,000.00			\$325.00			Gross STN Net	STN
	╗			\$9	\$2	\$6		\$9		Total CPP/CPM:	Total GRP/GIMP(000):	Total			\$850.00			\$276.25			STN Net	
	LT1603	ISCI		\$9,010.00	\$2,252.50	\$6,757.50		\$9,010.00		P/CPM:	P(000):	Total Spots:			30			30		Dur		
	Mahon	ISCI ISCI Title									8.6	4			2			2		10/10 10/17 10/24 10/31	Wks	
	ey Floo	tle									8.6 6	4			2			N		10/17		
	od Div										8.6	4			2			N		10/24		
	FFLT1603 Mahoney Flood Diversion 2016										8.6	4			2			N		10/31		
	30	Length																				
	100 %	% Rotation																				
1																						
v				16	4	12		16				16			œ			œ		-	Spots	Total
							•		\$261.92	\$308.14	34.4		\$354.17	\$416.67	2.4	\$145.39	\$171.05	1.9		Rtg/CPP		Adults
									\$178.77	\$210.32	50.4		\$212.50	\$250.00	4.0	\$120.11	\$141.30	2.3	***************************************	Rtg/CPP	25-54	Adults
									\$77.14	\$90.75	116.8		\$72.03	\$84.75	11.8	\$98.66	\$116.07	2.8		Rtg/CPP	35±	Adults

Signature:

Please sign and fax back to 701.234.9680



## **Fargo Diversion TV**

Revision #:

Date: 10/7/2016

Media: Client: Product: Fargo Diversion Task Force Fargo Diversion Task Force

Primary Demo: Adults 18-49 Market: Fargo-Moorhead

Separation between spots: 30

Estimate:

Vendor: WDAY-TV

Flight Start Date: 10/10/2016 03:00 AM Description: Fargo Diversion TV 4Q16

Survey: Nov16 Proj. (Nov15 HUT, May16 SHR)
DMA Nielsen Live+1 Flight End Date: 11/6/2016 02:59 AM

Buyer:

Mariah Madsen

Send Billing To: Flint Communications

Ste. 300 101 N. 10th Street

Phone: 701-237-4850 Fargo, ND 58102

Fax: 701-234-9680

## Affiliation: ABC

Disc The , resp Notv Ager Adve	Line No
Disclaimer: The Agency named on the responsible and is held ha Notw ithstanding any lang Agency has been paid by Advertiser solely respons receipt of this order by signers.	Daypart Program
face of this form rmless for any ob- uage to the contri- the Advertiser fo- ible for payment. ning and returnin	Daypart STN Code Gross
nacts solligations along set for the adviction adviced the adviction of the Age groups are the Age groups ar	σ
lely as agent for and/or liability orth in this convertising (and in the agrees to ancy agrees to trached. Invoice trached.	STN Net
Disclaimer:  The Agency named on the face of this form acts solely as agent for the Advertiser herein named according to specific authorization signed and given to the Agency by the Advertiser. The Agency is not responsible and is held harmless for any obligations and/or liability associated with and related to space, time, engravings, composition, printing, and/or other items ordered under the Advertiser's authorization Notw ithstanding any language to the contrary set forth in this contract or any other agreement with the Publisher, the Publisher shall not hold the Agency responsible for payments except to the extent the Agency has been paid by the Advertiser for the advertising (and in such case shall have the obligation to remit these payments to the Publisher) and in all other circumstances the Publisher agrees to hold the Advertiser solely responsible for payment. The Agency agrees to proceed in good faith in an attempt to assist the Publisher in collecting all monies owed by the Advertiser to the Publisher. Please confirm receipt of this order by signing and returning copy attached. Invoices to Agency are required and estimate number must appear on all invoices - electronic and paper.	Wks Dur 10/10 10/17 10/24 10/31
a Agency by ritems ordesor items ordesorble fesponsible for ther circums by the Advert and paper.	Total Spots
the Advertis red under thor or payments tances the Four	Adults 18-49 Rtg/CPP
yer. The Agen e Advertiser's except to the ( tublisher agree iblisher. Pleas	Adults 25-54 Rtg/CPP
cy is not authorization. extent the s to hold the e confirm	Adults 35+ Rtg/CPP